



## GoGo Travel pledges their unflinching faith in Aruba as a premiere vacation destination

GoGo Tours, the largest vendor of packages to the Caribbean has been conducting their annual Learning Conference over the weekend and ending on Sunday, October 15 with a marketplace at the Renaissance Convention Center. GoGo Senior Director Caribbean Marketing, Mark Benson, took a moment on Friday morning to sit with press and discuss the motives for choosing Aruba a second time to host the conference, and to declare the unflinching support of GoGo management for Aruba, which is the company's third most popular destination.

"When we suggested to Aruba to bring the learning conference here, it was, to be quite honest, a total "no-brainer," declared Mr. Benson, ".....we see from the initial planning stages until its ultimate fruition...a total, *total* success."

The agents that come for this conference are paying to come to the island; it is not free. Regarding the response to Aruba as the conference destination, he stated "The agents have to put their money on the table to participate, and these are our top of the line, A-list agents who requested to come on this trip. There is a definite commitment from that side. We have a very sincere group of top professionals here....In our history of doing learning conferences our Aruba 2006 sold out within two weeks, it broke all records. We thought there might be a bit of resistance out there, but to the contrary, it told us that the U.S. market is so ready to continue doing business with Aruba and is so excited about developing new business with Aruba. The sign-up rate is unlike anything we have had before, which is a testimony to the fact that we have been here for forty years and we will be here for another forty years."

On a personal note, "I make no secret of the fact that I absolutely adore this destination," he expressed, "I love the people, I love the product, I love the business that we do for our company, I love its professionalism. It makes my life very easy. We consider Aruba a family, we don't have business a relationship; we have a partnership."

Joining Mark Benson for the conference on behalf of the government was the Minister of Tourism and Transportation, Edison Brieson, Myrna Jansen, Director of the Aruba Tourism Authority, and Scott Wiggins, sales and marketing for the Aruba Hotel and Tourism Association (AHATA.) It's purpose was to thank GoGo for conducting the learning conference on the island, but specifically for Mr. Benson to inform the Aruban people of their support and to thank all the island for consistently delivering a wonderful vacation experience for all their clients.

Mr. Benson demonstrated his enthusiasm for Aruba by making it his personal choice for a July 4<sup>th</sup> getaway earlier this year. GoGo and Aruba has welcomed nearly 400 agents for this year's conference, of which over eighty percent have never even been to Aruba, even though they have been selling it for years. Mr. Benson noted that from the numbers they are seeing for 2007 already indicates increased sales, and with all the new building and progress expects interest and bookings to grow even more over the next five years.